



WPTV

## ORDER

Print Date 11/21/12

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Flight Dates 10/10/12-10/16/12

Contract / Revision 314008 /

Original Date / Revision  
10/05/12 10/26/12

Advertiser West / Republican / Congress

Agency Strategic Media Services

Buying Contact

3299 K Street NW - Suite 200  
Washington, DC 20007Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product

Allen West for Congress

Agency Com 15%

Billing Contact

3299 K Street NW - Suite 200  
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1154 - Angela

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	54	\$35,530.00	\$41,800.00	0.00
Totals	54	\$35,530.00	\$41,800.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/16/12	54	\$35,530.00	\$41,800.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	10/10/12	10/16/12	M-F 7-9a M-F 7-9a	CM	7-9a	111-1--	:30	4	\$950.00	P-1	0.00	NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/10/12	10/16/12	111-1--		4		\$950.00		0.00					
N 5	WPTV	10/10/12	10/16/12	M-F 12-1pm M-F 12n-1p	CM	12-1p	11111--	:30	5	\$425.00	P-1	0.00	NM	5	\$2,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/10/12	10/16/12	11111--		5		\$425.00		0.00					
N 6	WPTV	10/10/12	10/16/12	M-F 1-2p M-F 1-2p	CM	1-2p	111-1--	:30	4	\$350.00	P-1	0.00	NM	4	\$1,400.00



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Contract / Revision    **314008**    Flight Dates **10/10/12-10/16/12**

Hiatus Dates

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Order Sep    00:20:00

Advertiser    **West / Republican / Congre**    Product **Allen West for Congress**    Estimate #    **1154 - Angela**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WPTV	10/10/12	10/16/12	M-F 1-2p M-F 1-2p	CM	1-2p	111-1--	:30	4	\$350.00	P-1	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	111-1--					4	\$350.00		0.00			
N 7	WPTV	10/10/12	10/15/12	M-F 5-530p M-F 5-530p	CM	5-530p	1-1-1--	:30	3	\$950.00	P-1	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	1-1-1--					3	\$950.00		0.00			
N 10	WPTV	10/16/12	10/16/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$3,000.00		0.00			
N 11	WPTV	10/13/12	10/13/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$725.00		0.00			
N 12	WPTV	10/14/12	10/14/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$900.00		0.00			
N 13	WPTV	10/12/12	10/12/12	M-F 11-12n M-F 11-12n	CM	11a-12p	----F--	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$350.00		0.00			
N 14	WPTV	10/10/12	10/16/12	M-F 7-730p M-F 7-730p	CM	7-730p	11111--	:30	5	\$775.00	P-1	0.00	NM	5	\$3,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	11111--					5	\$775.00		0.00			
N 15	WPTV	10/10/12	10/16/12	M-F 730-8p M-F 730-8p	CM	730-8p	11111--	:30	5	\$775.00	P-1	0.00	NM	4	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	11111--					5	\$775.00		0.00			
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4		WPTV	10/10/12-10/16/12	M-F 730-8p	730-8p		MTWThF----	:30		<del>(\$775.00)</del>		0.00	NM		
Credited flight over, spots being mdgd on est 1315															
N 16	WPTV	10/11/12	10/14/12	M-F 430-5a M-F 430-5a	CM	430-5a	----F--	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$100.00		0.00			
N 17	WPTV	10/11/12	10/16/12	M-F 5-6a M-F 5-6a	CM	5-6a	11-11--	:30	4	\$350.00	P-1	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	11-11--					4	\$350.00		0.00			
N 18	WPTV	10/11/12	10/16/12	M-F 7-9a M-F 7-9a	CM	7-9a	---1---	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	---1---					1	\$1,500.00		0.00			
N 19	WPTV	10/11/12	10/16/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	-----S-					1	\$600.00		0.00			



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Order Sep    00:20:00

Advertiser    **West / Republican / Congre**    Product **Allen West for Congress**    Estimate #    **1154 - Angela**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N19	WPTV	10/11/12	10/16/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	-----S-					1	\$600.00		0.00			
N20	WPTV	10/11/12	10/16/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	-----S-					1	\$500.00		0.00			
N21	WPTV	10/11/12	10/16/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	-----S					1	\$425.00		0.00			
N22	WPTV	10/11/12	10/16/12	M-F 9-10a M-F 9-10a	CM	9-10a	11-----	:30	2	\$550.00	P-1	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	11-----					2	\$550.00		0.00			
N23	WPTV	10/11/12	10/16/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	-1-1---	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	-1-1---					2	\$600.00		0.00			
N24	WPTV	10/11/12	10/16/12	M-F 530-6p M-F 530-6p	CM	530-6p	---1---	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	---1---					1	\$1,600.00		0.00			
N25	WPTV	10/11/12	10/16/12	M-F 530-6p M-F 530-6p	CM	530-6p	11-----	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	11-----					2	\$950.00		0.00			
N26	WPTV	10/11/12	10/16/12	M-F 6-630p M-F 6-630p	CM	6-630p	11-----	:30	2	\$1,325.00	P-1	0.00	NM	2	\$2,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	11-----					2	\$1,325.00		0.00			
N27	WPTV	10/11/12	10/16/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	-1-11--	:30	3	\$1,400.00	FX	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	-1-11--					3	\$1,400.00		0.00			
N28	WPTV	10/11/12	10/16/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	----1--	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	----1--					1	\$475.00		0.00			
N29	WPTV	10/11/12	10/16/12	Friday Prime C dateline	CM	10-11p	----1--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	----1--					1	\$1,500.00		0.00			
N30	WPTV	10/14/12	10/14/12	SU 10-11am To the Point SU 10-11am To the Point	CM	10-11am	-----S	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$350.00		0.00			
N31	WPTV	10/12/12	10/12/12	M-F 1235-135a M-F 1235-135a	CM	1235-0135a	----F--	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Order Sep    00:20:00

Advertiser    **West / Republican / Congre**    Product **Allen West for Congress**    Estimate #    **1154 - Angela**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N31	WPTV	10/12/12	10/12/12	M-F 1235-135a M-F 1235-135a	CM	1235-0135a	----F--	:30	1	\$175.00	P-1	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	----F--	1		\$175.00		0.00					
													Totals	54 \$41,800.00